

**State Historic Preservation Office
North Carolina Department of Cultural Resources**

North Carolina Historic Preservation Plan, 2006-2012

Goals and Objectives

I. Outreach and Communication: create a strong preservation network that shares successes and information with a variety of audiences through technology and targeted public relations.

- A. Establish a strong preservation network supported by technology, to include a wide spectrum of parties for the purpose of improved, proactive, and efficient communication.
- B. Continue to make preservation data available on line (programmatic data, survey data, funding information, basic preservation information), create links to other relevant preservation resources, and continue to review and revise online presence.
- C. Reach out and communicate preservation information and success stories to a wide population including non-traditional partners and audiences.
- D. Launch a public education and awareness campaign to establish the image of preservation in North Carolina. Give the movement relevance by publishing, among other things, the economic benefits of preservation. Launch a public relations and “branding” campaign for preservation.
- E. Institute a standing statewide Preservation Advisory Committee.

II. Education: create new educational opportunities and support existing programs for citizens, students, leaders, professionals, and elected officials.

- A. Provide training on a variety of topics specifically for decision makers at the state and local levels, including elected officials and preservation and planning commission members and staff.
- B. Work with established educational institutions and preservation partners to develop formal programs in preservation (including as it relates to architecture, planning, and public administration), cultural resource management, and the preservation-related building trades.
- C. Create a task force to examine technical issues and develop curriculum and training and technical briefings.
- D. Make educational opportunities available to citizens in their own communities through partnership and technology.
- E. Explore heritage education at the secondary school level.
- F. Develop and implement a mentoring program for preservation commissions and nonprofits.

III. Advocacy and Policy: make preservation a key public policy objective supported by well organized and informed advocacy.

- A. Create a grassroots advocacy network that will coordinate legislative updates, briefing materials, and events.
- B. Examine specific public policy issues such as the rehabilitation building code, governmental office and school locations, archaeological protection policies, stewardship of publicly owned buildings, enforcement of existing laws and policies, and tax credits and incentives for small projects.
- C. Revise and widely distribute the existing state preservation economic impact study and encourage creation of local preservation economic impact studies.

IV. Leadership and capacity: increase the capacity of preservation organizations and the private sector to engage in preservation by fostering strong leadership and management.

- A. Use appropriate technology for mapping, record keeping, and communication and seek out resources to maintain technology.
- B. Seek out new, inventive, and dependable sources of funding for preservation projects and programs.
- C. Improve visibility of preservation programs and increase accessibility to programs and people.
- D. Examine and assess preservation programs, processes, and services to insure they are operating efficiently and effectively, and if not, seek out ways to improve them.
- E. Develop a strategic plan to increase preservation leadership and capacity statewide.

V. Identification and evaluation: continue to develop comprehensive survey data for historic resources throughout the state, evaluate the resources that are known, and make this information accessible.

- A. Explore initiatives especially among state agencies and non-traditional partnerships to secure resources to increase survey and National Register data and make it available, particularly via digital means.
- B. Identify thematic and geographic survey and nomination needs in under-surveyed localities and those with older surveys and work strategically to secure resources to address them.
- C. Work to integrate historic resource data within state and local governments' GIS systems.